



MY FRIEND IRMA



OCT.
NO.
36

The famous C.B.S.
TELEVISION and
RADIO Laff-Riot!

10¢

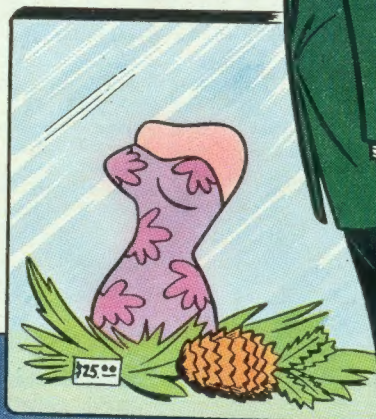
my
Friend

Irma

I WANT MY MONEY BACK!
I BOUGHT THIS *SWIM SUIT*
HERE AND I *STILL* CAN'T
SWIM!



SWIM SUITS



ON SALE
MONTHLY

DAN
DE CARLO

CHEW "SPECIAL FORMULA" CHEWING GUM! *Reduce*

UP TO **5 lbs.** A WEEK WITH **DOCTOR'S PLAN!**

NOW—at last—a new, scientific idea which guarantees you can lose as much weight as you wish—or you **DON'T PAY A PENNY!** The wonderful part is that it is so simple . . . so very easy and safe to lose those ugly, fatty bulges on hips, abdomen, chin, neck, bust, arms, thighs, legs, etc. The results of lost weight by normally overweight men and women are really amazing. No hardship, no exhausting exercises, drugs or laxatives. Here's the new, modern way to reduce . . . to acquire an improved figure and the slimmer, exciting, more graceful silhouette you've dreamed about. Simply chew Special Formula Chewing Gum and follow the Doctor's Plan. This tasty wholesome Chewing Gum possesses Sorbitol, is sugar-free, and reduces appetite. Sorbitol is a new discovery and contains no fat and no available carbohydrates. Just chew this delicious gum and reduce with the Doctor's Plan. If your heart's desire is a slender, beautiful attractive figure—if you want more popularity, friends, romance—then start today! Doctor's Plan will amaze you. Try it for only 10 days, then step on the scale. You will hardly believe your eyes. The important thing is to start . . . so MAIL COUPON BELOW TODAY!

FREE A full 12-day supply package will be given FREE with each order of 24-day supply for \$2.00.

**100% MONEY
BACK GUARANTEE**

Let your scale prove you can lose weight and acquire a slimmer attractive figure. A 10-day trial must convince you **OR NO COST.**

12-
DAY
SUPPLY
ONLY

\$1

MAIL THIS COUPON

DOCTOR'S PLAN, DEPT. Y-28

P. O. BOX 787, NEWARK 1, NEW JERSEY

Save postage. Doctor's Plan pays postage if you enclose payment now. (If c.o.d., postage and mailing charges extra.)

- ☐ I enclose \$2 cash, check, or money order. Please rush the full 24-day supply PLUS the FREE 12-day package.
☐ I enclose \$1. Please rush full 12-day package.

Please Print Clearly

NAME.....

ADDRESS.....

CITY.....STATE.....

ORDER TODAY—MAIL COUPON NOW!

MY FRIEND IRMA is published MONTHLY by BROADCAST FEATURES PUBLICATIONS, INC. Office of Publication: 270 Park Avenue, New York, N. Y. Copyright 1953 by COLUMBIA BROADCASTING SYSTEM, INC., 485 Madison Avenue, New York, N. Y. Vol. 1, No. 36, October, 1953 issue. Price 10c per copy. Subscription rate \$1.45 for 12 issues including postage.

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Printed in the U.S.A.

AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

My Friend **IRMA**

by
Stan Lee

CHICKEN, NELLIE AND NED
ARE GONNA ENTER THE STATE
OF MATRIMONY TOMORROW!

HOW NICE! IS THAT
ANYWHERE NEAR
NEW JERSEY?

IRMA'S DRESS BY:
JUDY BOURGEOIS
6100 FARMBROOK
DETROIT, 24, MICH.

D 313

IRMA, THE STATE OF
MATRIMONY MEANS
WEDLOCK! YA KNOW
WHAT **WEDLOCK**
MEANS, DON'TCHA?

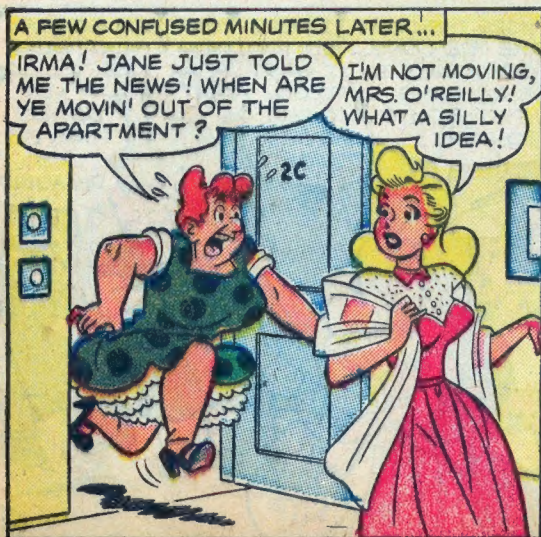
SURE, I
WATCH
WRESTLING
ON T.V.!

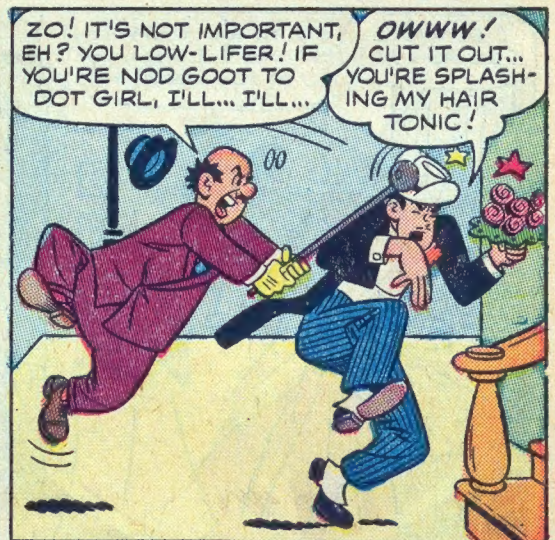
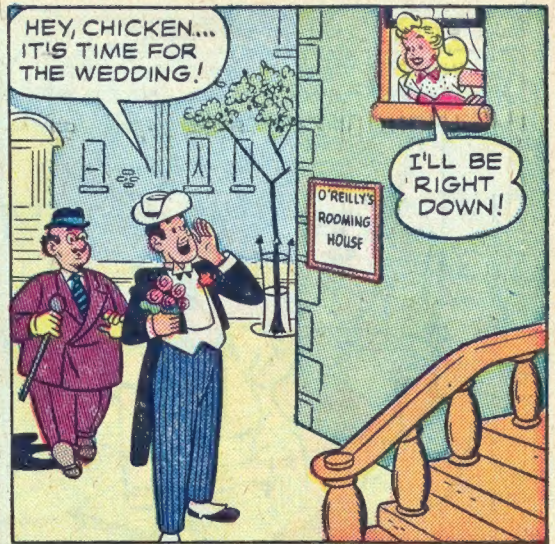
YOU'RE THINKIN'
ABOUT **HEADLOCK**!

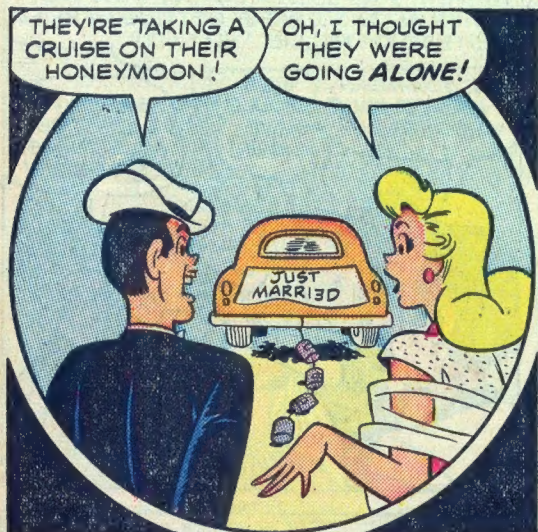
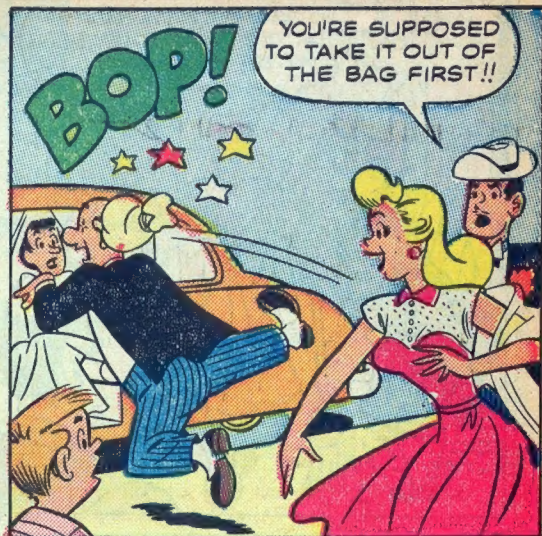
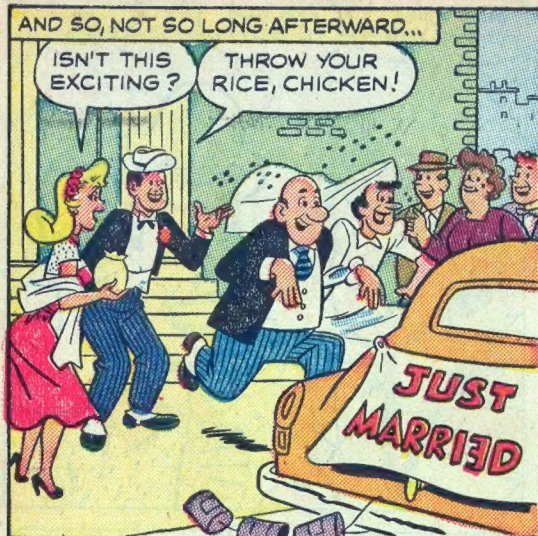
DON'T BE SILLY!
HOW CAN YOU LOCK
UP ANYBODY'S HEAD?!

BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD





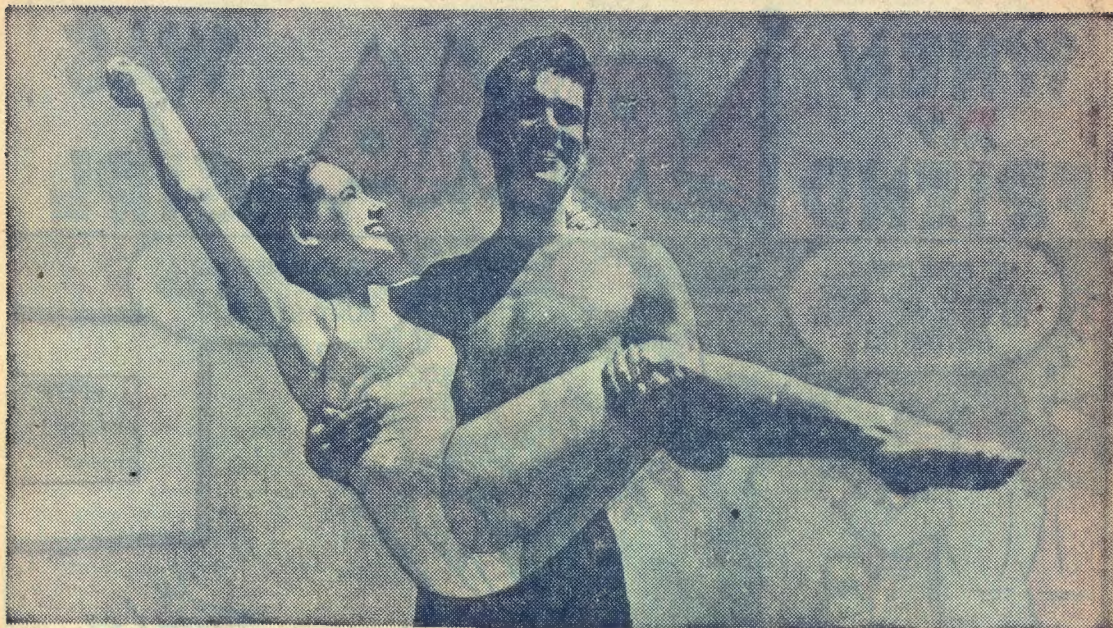






FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!





Skinny Girls Don't Have OOMPH!

It takes those extra lbs. of solid flesh to "bring out" your natural curves

If you're otherwise healthy but skinny, scrawny, rundown and lbs. underweight, try correcting this common mistake in eating.

THERE are three essential substances that many thin, scrawny and undernourished girls may fail to get in sufficient quantity from the food they eat. These substances are Vitamin B₁, calcium phosphate and iron. If, like thousands of others, you are underweight without organic cause . . . never seem to gain a pound . . . are so thin that you look gangling and gawky from insufficient amounts of these precious elements, don't get discouraged.

You may find that by correcting this simple mistake in eating you can easily add firm solid flesh . . . extra alluring pounds that help bring out those natural eye-catching curves. A simple and easy way is to try the amazing new product called Numal that supplies, in significant amounts, the Vitamin B₁, calcium phosphate and iron needed in the daily diet. Plus a food that in itself is a great help in adding extra pounds.

Take 1 heaping teaspoonful of Numal 3 times a day. It is pleasant, assimilable



and easy to take. You will get the equivalent in Vitamin B₁ content of 34 cakes of average moist baker's yeast . . . the iron equivalent of 15 pounds of tomatoes or 1 2/3 pounds of spinach or 9 pounds of boiled beets . . . and the calcium equivalent of 4 1/2 pints of fresh cow's milk, the phosphorus content of 1 glass.

Remember, if you don't get a sufficient quantity of Vitamin B₁ in your daily diet, you may suffer loss of appetite. And without sufficient iron, the element that helps build rich red blood,

you may be rundown, pale, weak and listless. You need calcium phosphate for sound teeth and sturdy bones.

Numal Must Please You or No Cost

So if you are skinny, gangling and bony from lack of these precious nutrients, don't wait any longer. Get Numal today. You will want those extra pounds that "bring out" your natural eye-catching curves. Take Numal faithfully for a week. See if you can't actually feel the difference . . . gain weight and better color. If after this short period you honestly don't feel Numal has benefited you, just return the bottle for a complete refund of your money. Numal costs but a few cents a day to use.

MAIL COUPON TODAY!

U. S. NATURE PRODUCTS CORP.
3560 B'way, Dept. 97-D, New York 31, N. Y.
Send me at once a jar of NUMAL with the understanding that it must put weight on me or you'll refund my money after the first jar. I'll pay postman \$2.00 plus C.O.D. charges and postage.

Name

Address

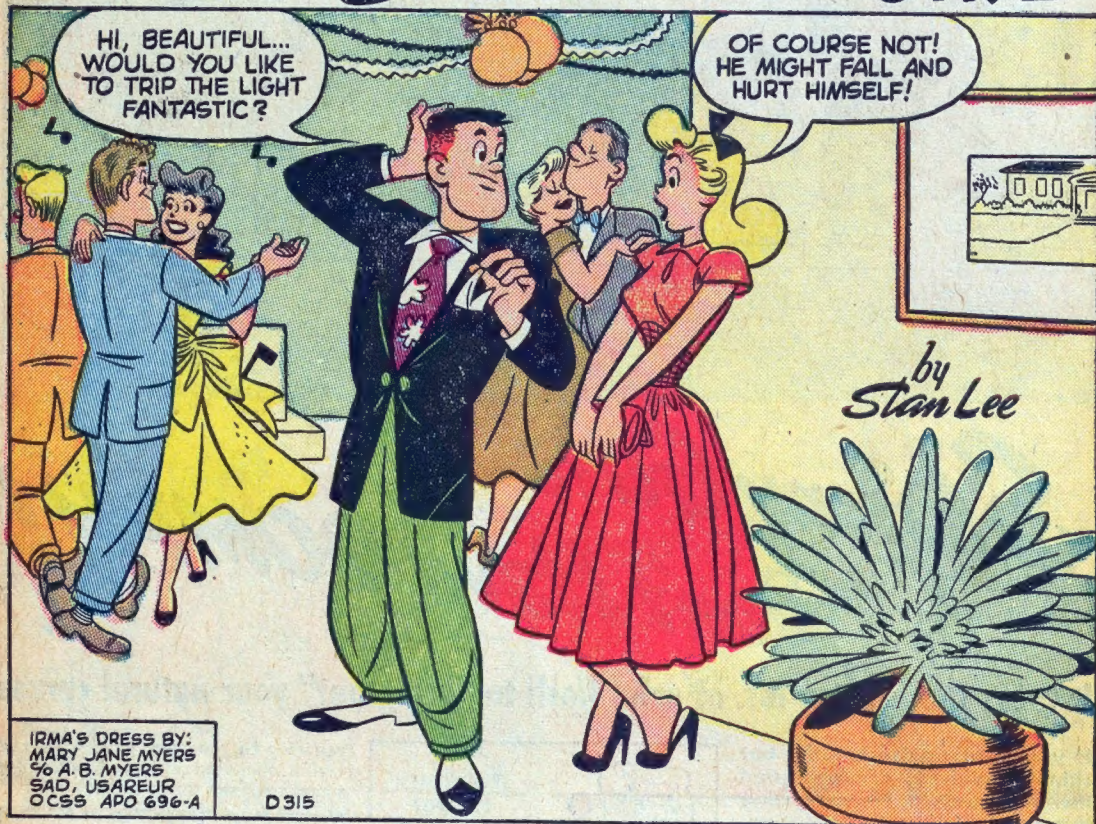
City Zone State

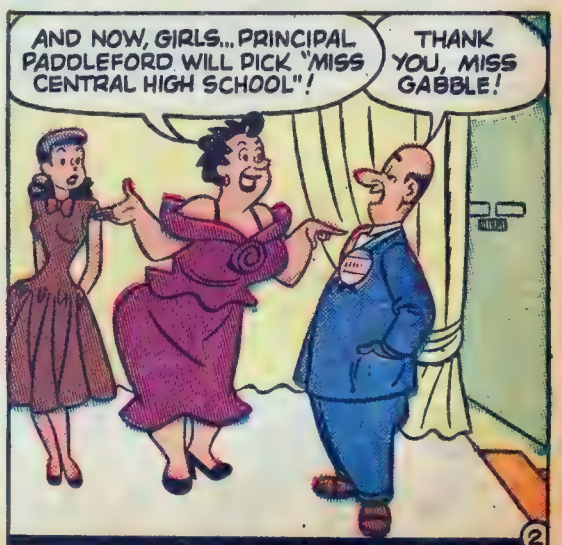
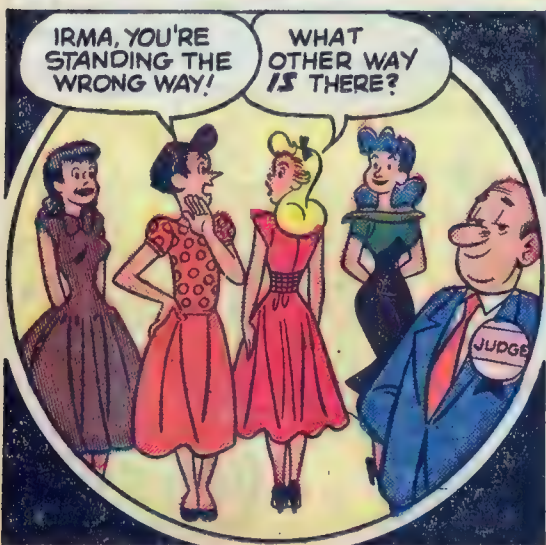
NOTE: If you want to save all postal charges enclose \$2 check, money order or cash. We will pay all postal charges. Same money-back guarantee.

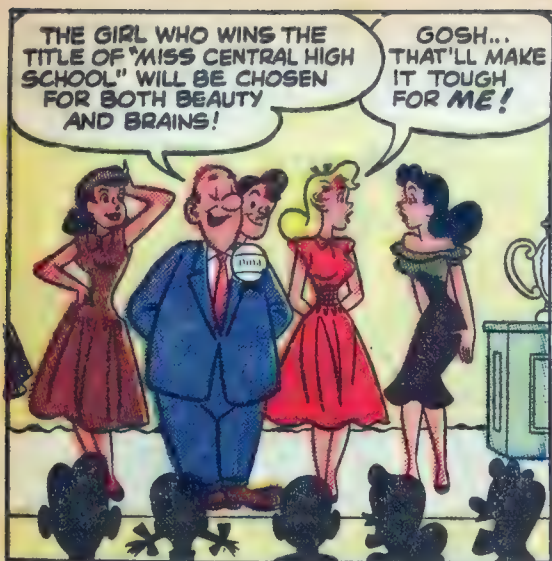
Sorry: Canadian orders cannot be sent C.O.D. Send International Money Order.

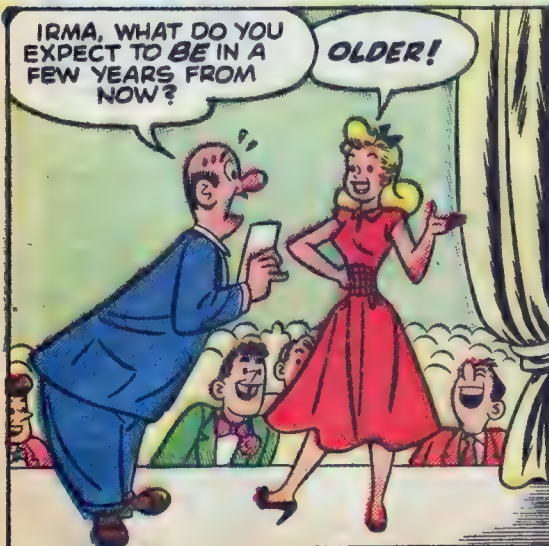
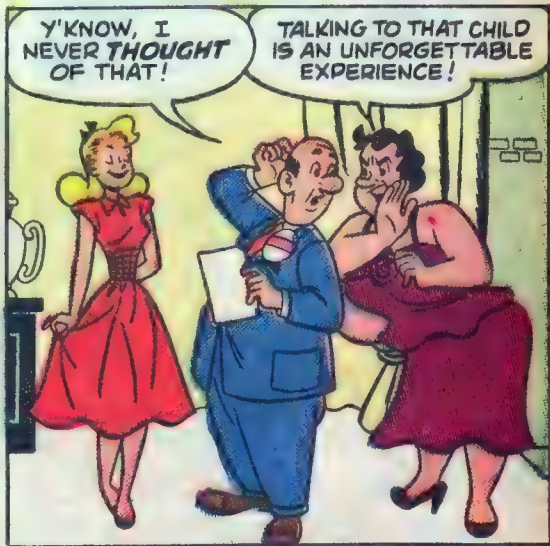
If loss of weight persists see your doctor
U. S. NATURE PRODUCTS CORP., 3560 Broadway, Dept. 97-D New York 31, N. Y.

WHEN MY FRIEND IRMA WAS A GIRL



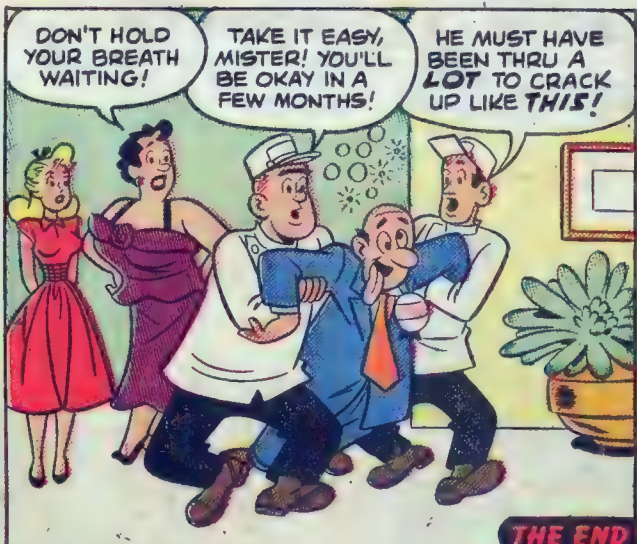








A FEW HOURS LATER...



PRICE SMASH

20 DRESSES

(used)
ASSORTED in Silk, Wool, Cotton & Rayon
ALL SIZES in Good Condition
BUT NO LESS THAN 20 DRESSES
AT THIS BARGAIN PRICE

for
\$3.50

Ladies' BLOUSES



39c each
5 for \$1.69

Assorted colors and styles in Silks — Crepes — Rayons — Acetates.

Ladies' Winter COATS



\$1.89 each
2 for \$3.59

All sizes with or without fur collars. These are in excellent condition. slight repairs needed



Ladies' SHOES

99c pair

3 for \$2.69



Good quality Leathers and Fabrics. WILL GIVE MANY MONTHS OF GOOD WEAR.

QUILT PIECES

3 lbs — 99c

Large bundle of beautiful new cotton prints, checks, stripes and solids. All good size cuttings.



Ladies' SKIRTS



69c each
3 for \$1.79

Full assortment of colors and styles. All Wools, Flinids and Mixtures.



Ladies' Spring COATS & TOPPERS

\$1.29 each
2 for \$2.39



Real Bargains in fine wool materials. Need slight repairs. For best selection order at once.

Ladies' SLIPS



49c each
5 for \$2.29

Beautiful, well-tailored slips that really give you value for your money

ORDER AT ONCE



RUMMAGE SURPRISE
Underwear, Coatties, Pajamas, Bloomers, etc. 20 useful articles at only \$2.19

FREE!

With \$5.00 Order or More
1 Pair of Ladies' Hose
MONEY BACK IF NOT SATISFIED.
\$1.00 Deposit MUST come with order. You pay postman balance plus COD and postage charges.
NO ORDER ACCEPTED FOR LESS THAN \$3.00
A TRIAL ORDER WILL CONVINCE YOU OF OUR WONDERFUL BARGAINS

MAIL ORDER MART

160 MONROE ST. MC
NEW YORK 2, N. Y.

Please send following items, \$1.00 deposit enclosed.

ITEM	SIZE	PRICE

☐ Give Hose size - if Order is \$5.00 or more.

Name _____

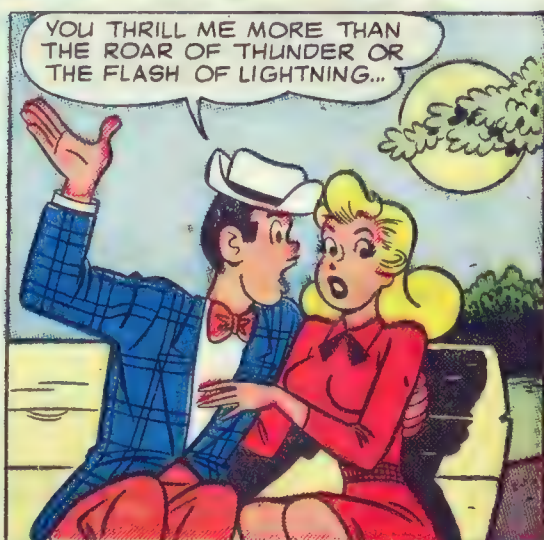
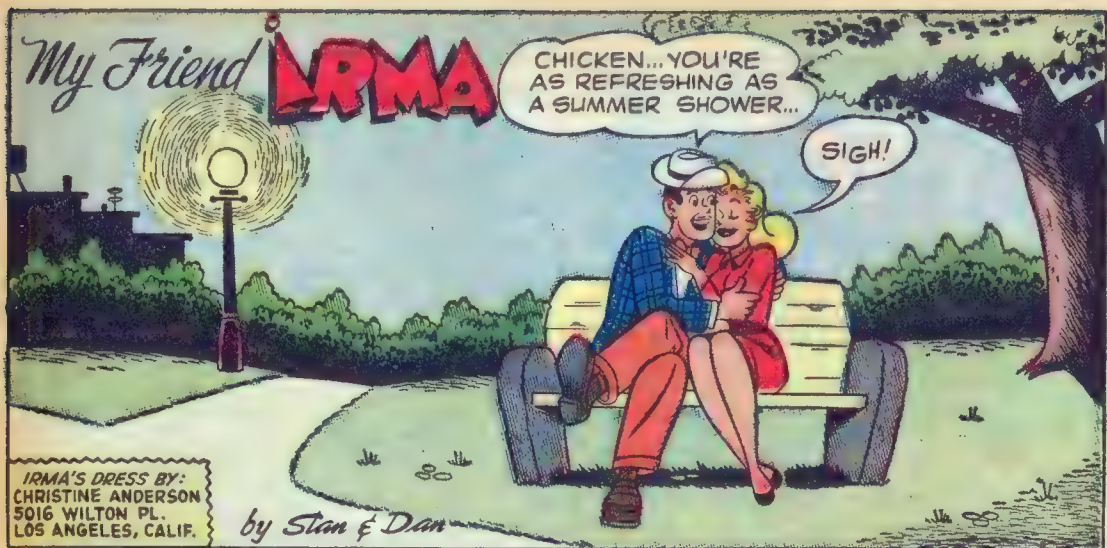
Address _____

City _____

State _____

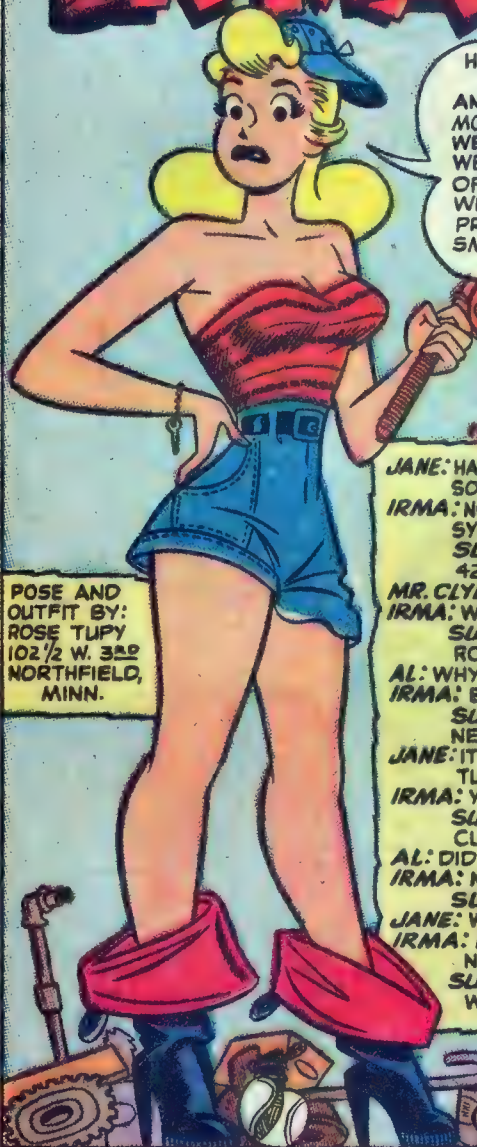
*No Order accepted without \$1.00 deposit.

Canada & Foreign - Full Payment with Order



IRMA'S

DEPARTMENT OF UTTER CONFUSION!



POSE AND
OUTFIT BY:
ROSE TUPY
102 1/2 W. 35th
NORTHFIELD,
MINN.

HI FRIENDS,

HOW DO YOU LIKE *THAT*? I SPEND ALL DAY FISHING AND ALL I CATCH IS A TORN INNER TUBE! AL HAD A LOT MORE LUCK! THE TUBE *HE* CAUGHT WASN'T TORN! WE WENT FISHING IN ORDER TO RELAX AFTER THAT WEDDING WE WENT TO! WHAT A SILLY WEDDING IT WAS! THE JUSTICE OF THE PEACE SAID, "I NOW PRONOUNCE YOU MAN AND WIFE"...BUT EVEN *I* KNOW THAT'S NOT THE WAY TO PRONOUNCE *YOU*! OH WELL, EVERYBODY CAN'T BE AS SMART AS ME...IN FACT, IT'S EVEN HARD FOR ME TO BE! SO LONG TILL NEXT MONTH!

YOUR FRIEND, *Irma*

HERE THEY ARE,
KIDS! THIS MONTH'S
WINNING IRMA-ISMS!



JANE: HAVE SOME MORE OF THIS ALPHABET SOUP, IRMA!

IRMA: NO THANKS, I CAN'T HOLD ANOTHER SYLLABLE!

SUBMITTED BY: LOLITIA BEATY
4280 JEFFERSON, GARY, INDIANA

MR. CLYDE: MISS PETERSON, YOU SHOULD HAVE BEEN HERE AT 9:00!

IRMA: WHY, DID SOMETHING HAPPEN?

SUBMITTED BY: CAROL DAGON, 216 E. 13 MILE ROAD,
ROYAL OAK, MICHIGAN

AL: WHY ARE YOU TAKING THE LADDER TO THE STORE?

IRMA: BECAUSE THE PRICES ARE GOING UP!

SUBMITTED BY: BARBARA BROWN, 98 MORNINGSIDE AVE.
NEW YORK, N.Y.

JANE: IT'S BEEN HALF AN HOUR SINCE I ORDERED THAT TURTLE SOUP!

IRMA: YES, BUT YOU KNOW HOW SLOW TURTLES ARE!

SUBMITTED BY: KAREN CASSELBERRY, 1321 W. 85TH ST.
CLEVELAND, OHIO

AL: DID YOU COOK THIS DINNER WITH YOUR OWN TWO HANDS?

IRMA: NO, SILLY! I USED THE STOVE!

SUBMITTED BY: LOLA DARNELL, YORK, KENTUCKY

JANE: WHY ARE YOU SKIPPING, IRMA?

IRMA: MY DOCTOR TOLD ME TO TAKE TWO TABLETS LAST NIGHT AND SKIP TONIGHT!

SUBMITTED BY: GERALDINE SKINNER, RT. 4, BOX 225,
WILSON, NORTH CAROLINA

MORE
WINNERS

SUSAN CLARK, 1315 BUTTE ST., CORNING, CALIF.
LORRAINE RAGSDALE, 3721 N. BOUVIER ST.,
PHILADELPHIA, PA.

SANDY MILLER, 375 E. 205TH ST., BRONX, N.Y.

SUE KENESSON, 1249 DUDLEY LANE,
BOSSIER CITY, LA.

BERNADETTE GRACZYK, 1459 N. CLEAVER ST., CHICAGO, ILL.

CLAUDE WILSON, RT. 1, BOX 100, AVONDALE, COLORADO

BARBARA HEZELTINE, 700 ALTURAS, BOISE, IDAHO

SEND YOUR LETTERS TO:
CONTEST EDITOR
"MY FRIEND IRMA"
270 PARK AVE.
NEW YORK 17, N.Y.

NAME _____
ADDRESS _____
CITY-STATE _____ AGE _____



IRMA'S FASHIONS

DRESS DESIGNED BY:
LINDA COVEY
46 WOODLAND AVE.
BLOOMFIELD, CONN.

DRESS BY:
LINDA MEINER
950-46 ST.
BROOKLYN, N.Y.

POSE AND
SWIM SUIT BY:
JUDY SHEELY
1707 VIA EL
PICADO,
REDONDO
BEACH,
CALIF.

SUMMER
DRESS BY:
CAROLYN
GOLDBERG
5210 CHURCH
AVE.
BROOKLYN, N.Y.

SHORTS BY:
PAMELA OGDEN
335 N. 1 ST.
W. RICHFIELD,
UTAH

DRESS BY:
PATRICIA BARATTA
110 ELMWOOD AVE.
LONDON, ONT.
CANADA

**BECOME A MEMBER OF
IRMA'S FASHION CLUB!**

SEND YOUR FASHION IDEAS TO:
"MY FRIEND IRMA"
FASHION CLUB
270 PARK AVE.
NEW YORK 17, N.Y.

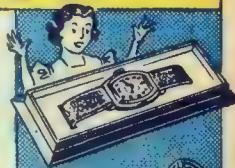


BOYS, GIRLS, MEN, WOMEN!

The World Is On FIRE

Serve The LORD and You Can Have These Prizes!

We will send you the wonderful prizes pictured on this page . . . or dozens of others, such as rifles, jewelry, basketballs, silverware, home appliances, watches . . . all WITHOUT ONE PENNY OF COST. Crime, sin, graft, wars are the greatest they have ever been. Our leaders say a reawakening of Christianity is needed to save us. You can do your share by spreading the 'gospel into every home in your community. Merely show friends and neighbors inspiring, beautiful Religious Wall Motto plaques. Many buy six or more to hang in every room. An amazing value! only 35c sell on sight. Secure big, cash commissions or exciting prizes for selling just ONE SET of 24 Mottos. Big Prize catalog sent FREE! Serve the LORD and earn prizes you want.



Girl's Beautiful Wrist Watch in Japanned Case



Boy's Pocket Watch

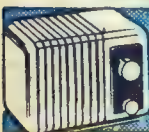


Topknot Cassidy Camera

Aluminum Pressure Cooker



Joe DeMaggio Baseball Set



Powerful Radio



Arthur Godfrey Ukulele



Three Strand Necklace

Red Ryder Carbine



Boy's or Girl's Bicycle



Boy's Pocket Watch

HERE'S HOW YOU GET YOUR PRIZES

Rush your name and address on coupon and we ship AT ONCE PREPAID your first set of 24 big size 9x11, richly decorated Mottos ON TRUST. When you have sold the 24 Mottos, send the \$8.40 you have collected and you can secure your choice of many wonderful prizes. If you prefer to EARN MONEY, send \$6.00 and keep \$7.40. Hurry--send today for 24 Mottos ON TRUST and big PRIZE CATALOG FREE.



Geppy Hayes Fishing Kit



Baby Doll

THE HUBBARD FOLKS, Dept. W 117 4545 N. Clark St., Chicago 40, Ill. **FREE** Big Prize Catalog included! Please rush to me on credit 24 Religious Wall Mottos, to sell at 35c each. Also include big Prize Catalog FREE. I will remit amount asked within 30 days, select a prize or keep cash commission, as explained under description of prize in big Prize Catalog. PRINT BELOW

NAME _____ AGE _____
STREET or RFD _____
TOWN _____ ZONE _____ STATE _____
Save 1 cent filling in, posting and mailing this coupon on a 2c Post Card today.

SEND NO MONEY... We Trust You

SOLID STERLING SILVER

PHOTO RING

\$1.98
SENT ON APPROVAL

SEND NO MONEY!

Just mail us any picture or snapshot with paper strip measured around ring finger.

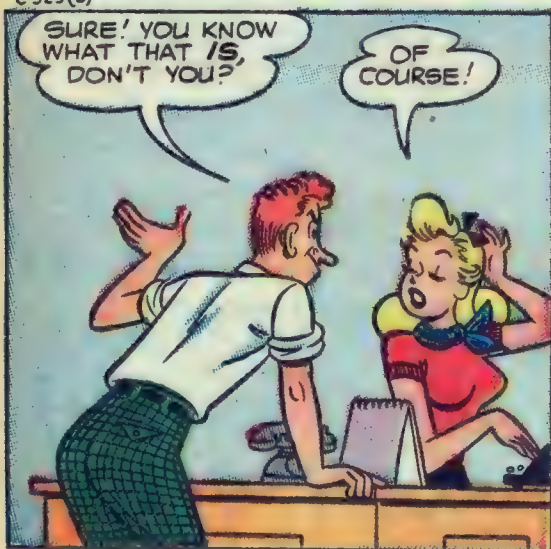
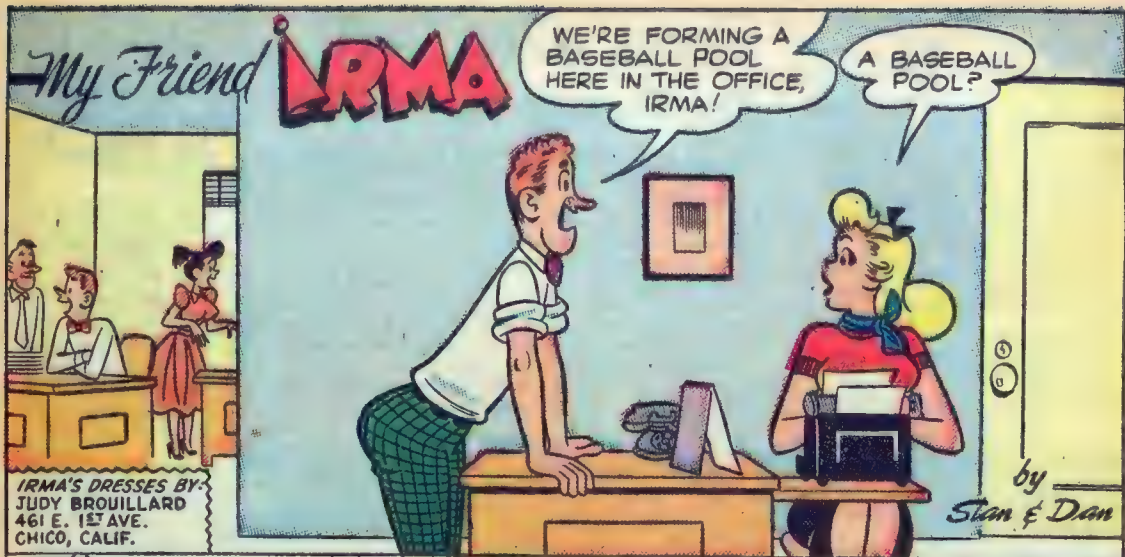
We will mount under an exquisite transparency any snapshot of your loved one. Original returned. This luxurious ring, created by a leading designer of fine jewelry is made of solid sterling silver, not plated but **SOLID STERLING SILVER**. A unique keepsake of your loved one to treasure for years. Try ten days free. Hand tinted in natural flesh tones 50 cents extra. Pay postman only \$1.98 plus few cents postage and tax. Order this popular fascinating ring now. Ring is also available in solid gold, not plated but **SOLID GOLD**, for \$7.95.

GOLDMART Dept. GR 22 EAST 17th ST., NEW YORK 3, N.Y.

- ☐ Send C.O.D. (Silver Ring) ☐ I enclose \$1.98 (Silver Ring)
- ☐ Send C.O.D. (Gold Ring) ☐ I enclose \$7.95 (Gold Ring)
- ☐ Please hand tint ring selected.

Name _____
Address _____
City _____ State _____

No C.O.D. Service to APO, FPO, or foreign Addresses. Include payment with order.



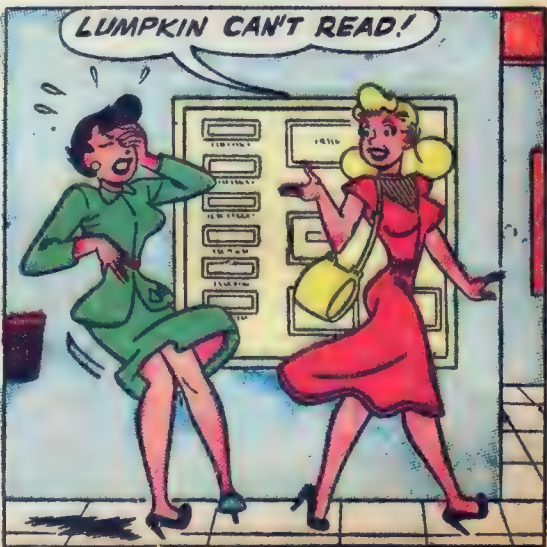
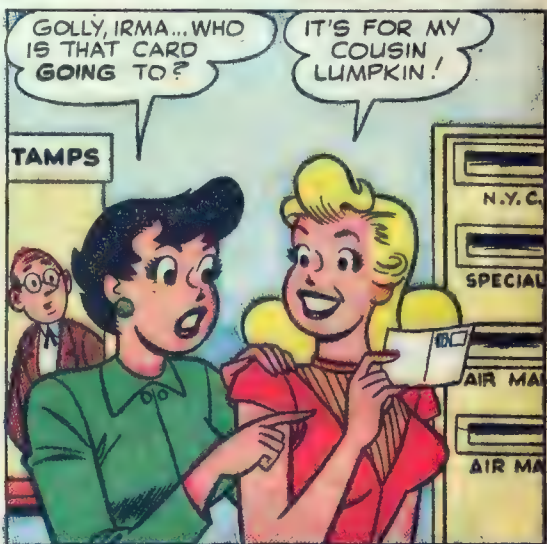
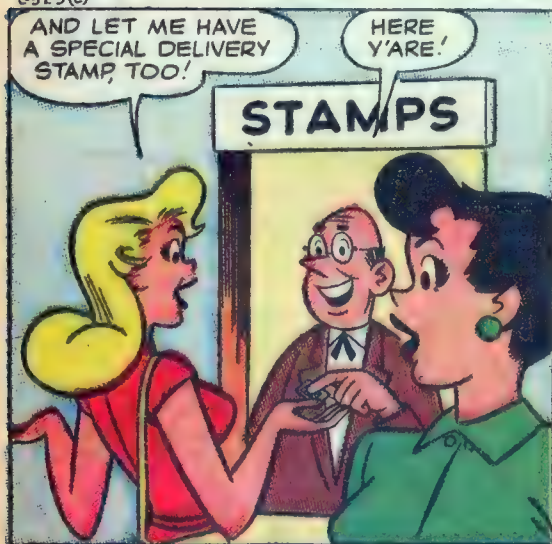
My Friend **IRMA**

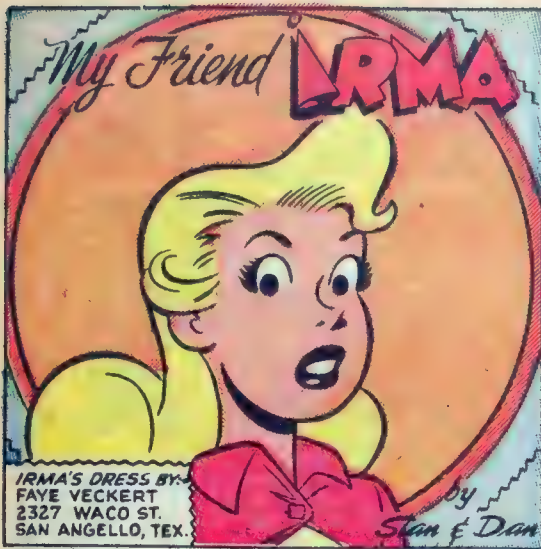
UNITED STATES POSTAGE

6 CENTS 6

DRESSES BY:
LINDA ANN WERNER
66 E. SOUTH ST.
PAINESVILLE, OHIO

c-929 (c)





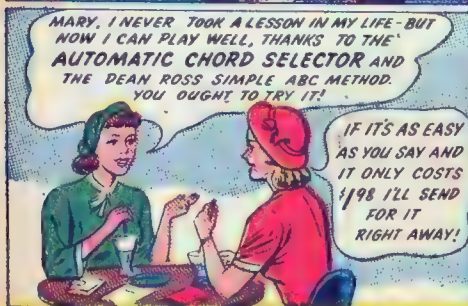
PLAY PIANO THE FIRST DAY..

Here's Your Chance to
BE POPULAR!

OR DON'T PAY!

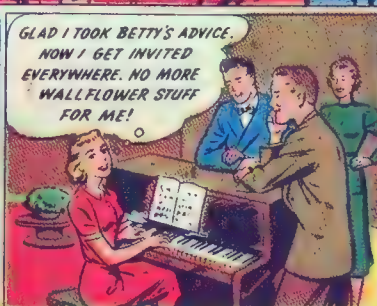


I'M CERTAINLY MISSING A LOT OF FUN, AND DATES, TOO. IF I COULD ONLY PLAY THE PIANO THE WAY BETTY DOES. 'WONDER HOW SHE LEARNED SO FAST? I'LL ASK HER THE FIRST CHANCE I GET.



MARY, I NEVER TOOK A LESSON IN MY LIFE - BUT NOW I CAN PLAY WELL, THANKS TO THE AUTOMATIC CHORD SELECTOR AND THE DEAN ROSS SIMPLE ABC METHOD. YOU OUGHT TO TRY IT!

IF IT'S AS EASY AS YOU SAY AND IT ONLY COSTS \$1.98 I'LL SEND FOR IT RIGHT AWAY!



GLAD I TOOK BETTY'S ADVICE. NOW I GET INVITED EVERYWHERE. NO MORE WALLFLOWER STUFF FOR ME!

"I learned to play a song in 10 minutes."
-A.C.C., Washington
"Even if one never played a note it is easy."
-C.G.H., New Hampshire
"Now I can play sheet music beautifully."
-E.S., New York
Hundreds of thankful, enthusiastic letters like these are in our files.

New, PATENTED AUTOMATIC CHORD SELECTOR Guides Your Fingers

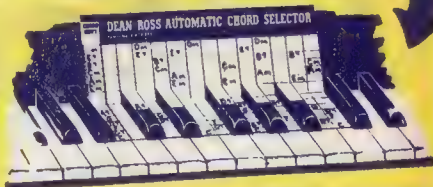
YOU, too, can play piano with BOTH hands, in no time at all! Thousands have learned to play this fast, easy way. With the amazing, new invention, the AUTOMATIC CHORD SELECTOR there's really nothing to it. Before long you're playing songs everyone enjoys... from Hit Parade numbers and hymns to beautiful old ballads.

This is no trick method. You actually learn to read and play any sheet music. And, the patented AUTOMATIC CHORD SELECTOR guides your fingers every note of the way. No

scales, no exercises, no dreary practicing. You actually play the minute you sit down at the piano. You gain ease, assurance and a professional style as you go through the 30 lessons and 40 songs

Instead of paying the studio charge of \$5 a lesson, you can enjoy the 30 lessons, \$150 worth, in the privacy of your home for just \$1.98. The Dean Ross Piano Course can open up a whole new world of happiness. Now you can be the "hit" of every party the center of attraction wherever you go. Don't delay another minute, mail the FREE TRIAL Coupon NOW!

**NO SCALES!
NO EXERCISES!
YOU PLAY INSTANTLY!**



PATENT No. 2,473,222

**Complete Course only \$1.98 - Including the
PATENTED AUTOMATIC CHORD SELECTOR
No Extras - SEND NO MONEY!**

You have 10 full days to prove to yourself the value of the Dean Ross Piano method. When the complete course with its 30 clearly illustrated lessons (worth \$150 at the studio) and 40 favorite songs, together with the patented AUTOMATIC CHORD SELECTOR is delivered, pay postman just \$1.98 plus postage. Try the course for 10 days with the understanding that you must learn to play with both hands or your full purchase price will be refunded at once. The patented AUTOMATIC CHORD SELECTOR is yours to keep in any event. You have nothing to lose... and popularity and fun to gain, so mail coupon today!

DEAN ROSS PIANO STUDIOS INC., Dept. C-1820

45 West 45th Street

New York 36, N. Y.

THE GIRLS
ARE WILD
ABOUT THE
WAY I PLAY
PIANO - CAN'T
THANK DEAN
ROSS ENOUGH



10-Day FREE TRIAL COUPON - Mail Today!

DEAN ROSS PIANO STUDIOS, INC., Dept. C-1820
45 West 45th Street, New York 36, N. Y.

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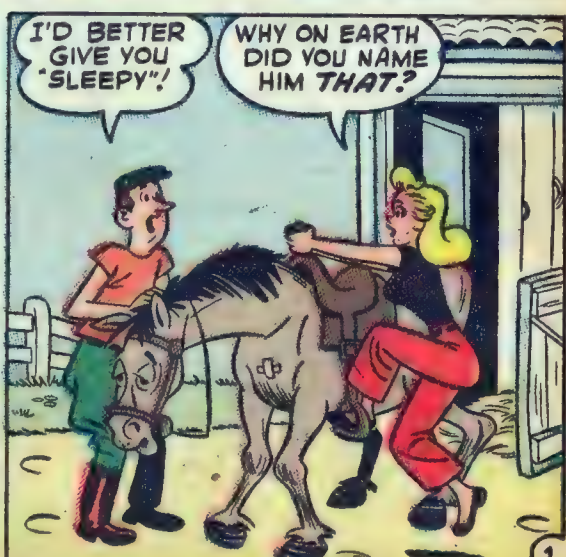
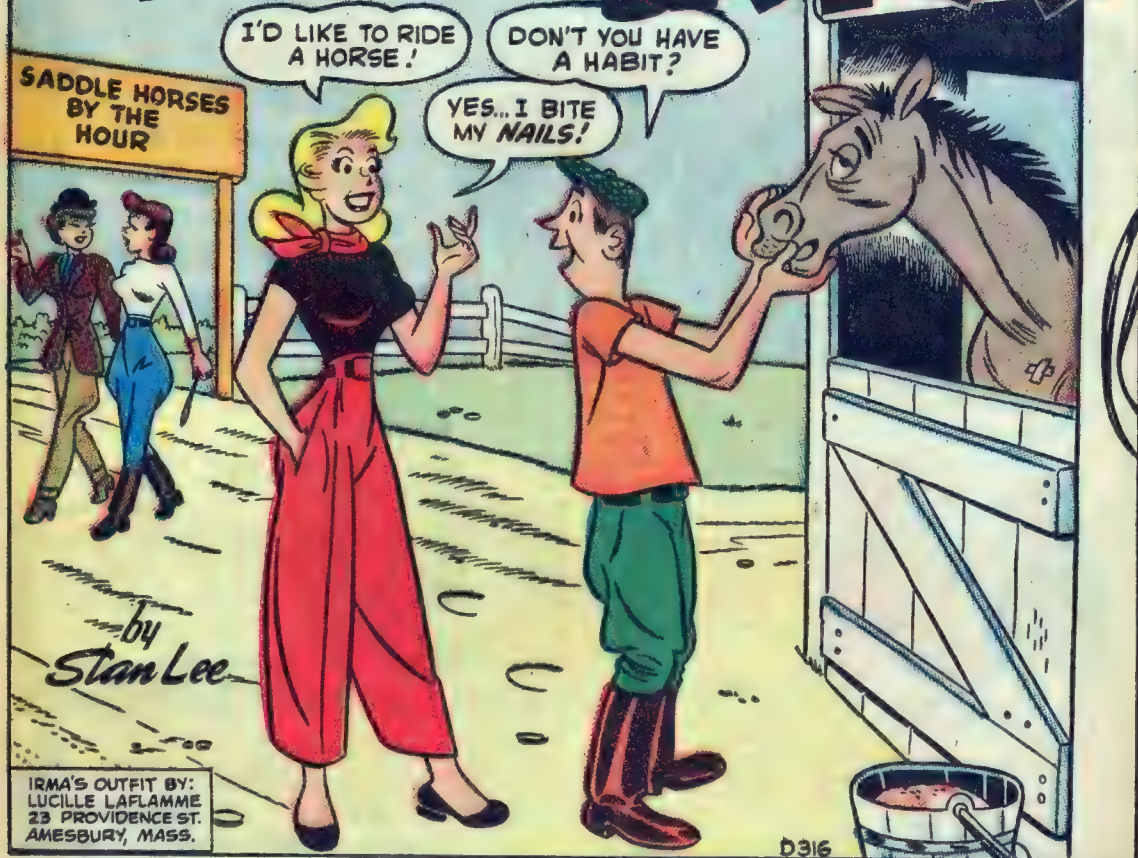
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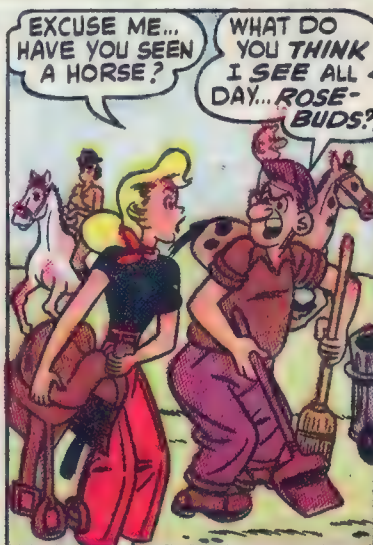
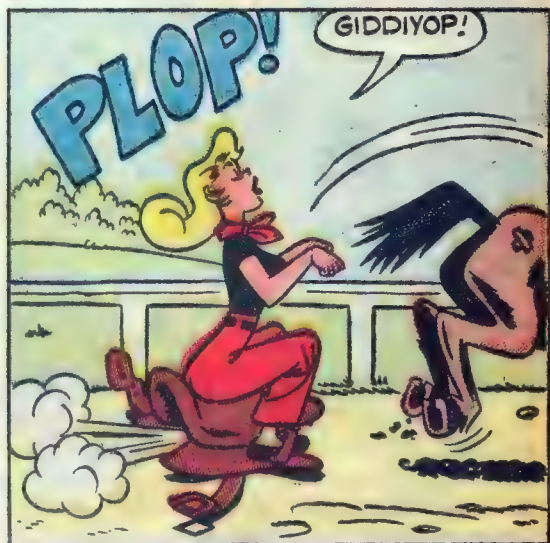
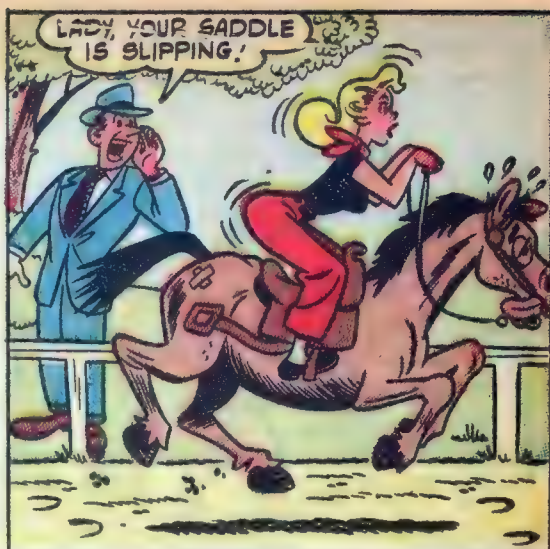
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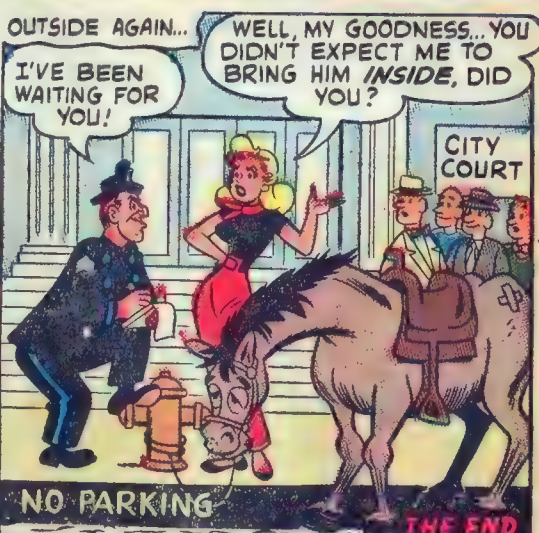
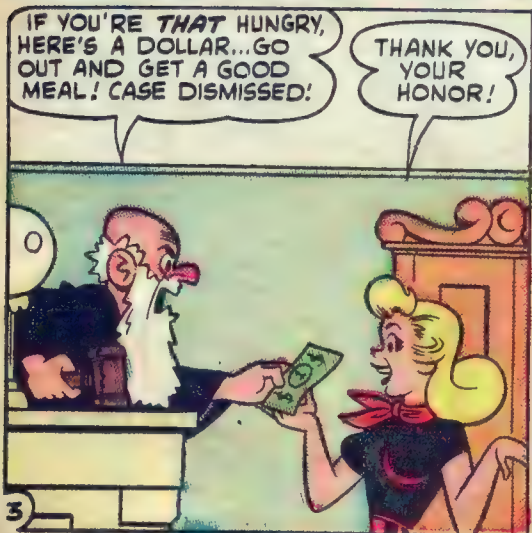
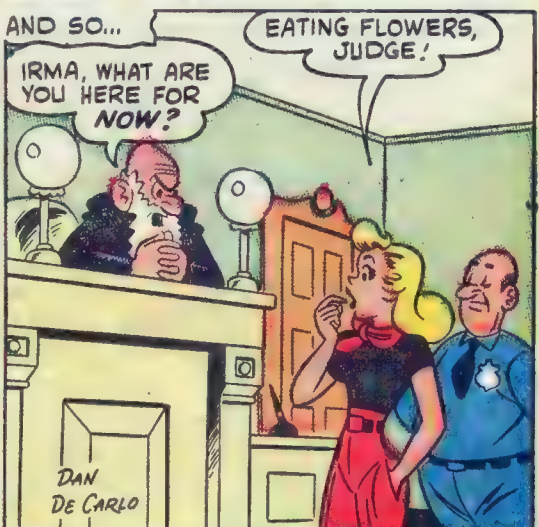
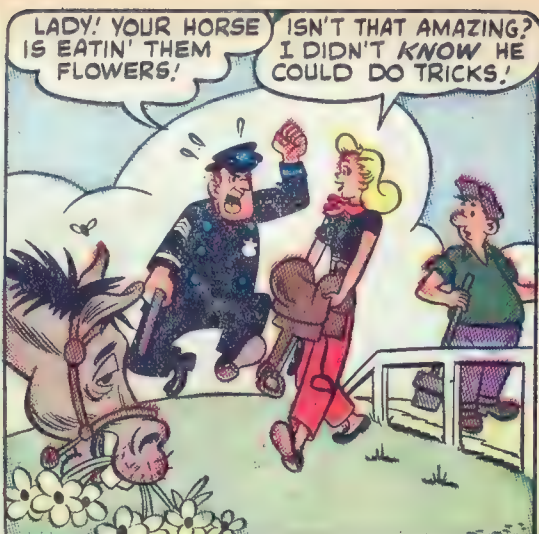
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Square
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Anyone Can Learn to Dance



Why put off learning to Dance — NOW Here's a much EASIER WAY than YOU ever SAW!

No longer do YOU have to sit and watch while others enjoy dancing... NOW you can join the fun! Think of the great pleasure You'll get. SURPRISE and AMAZE your friends when they see you do the latest dance steps with ease. Learn from simple lessons by Betty Lee, one of America's foremost dance authorities.

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☐ Send C.O.D. I'll pay postman \$1.98 plus postage.

☐ I enclose \$1.98, you pay postage. Same guarantee applies.

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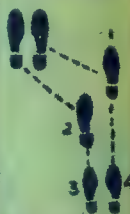
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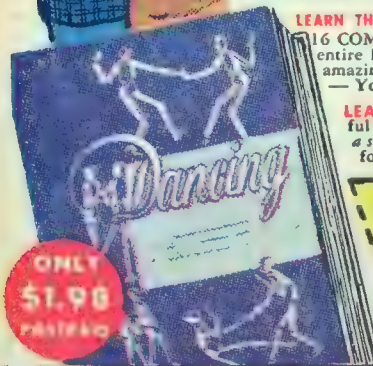
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Send book or books checked below, enclose (saving postal charges). If not pleased, I may return for refund.

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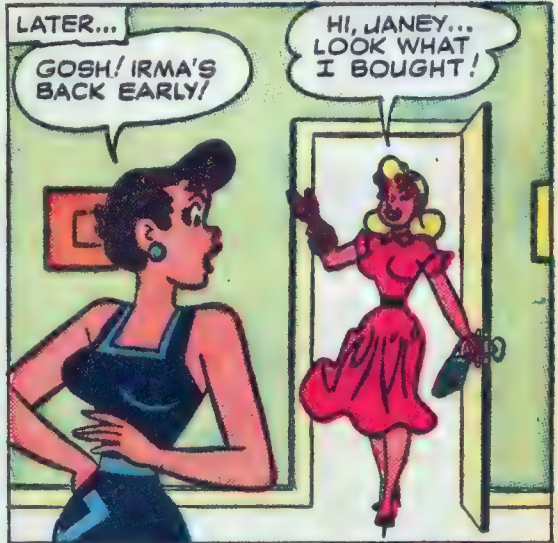
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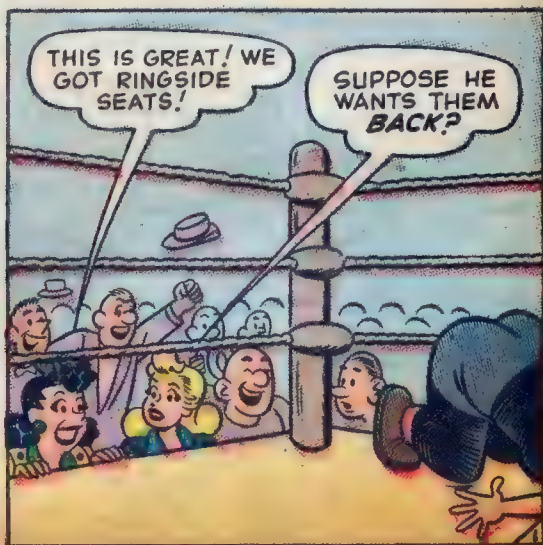
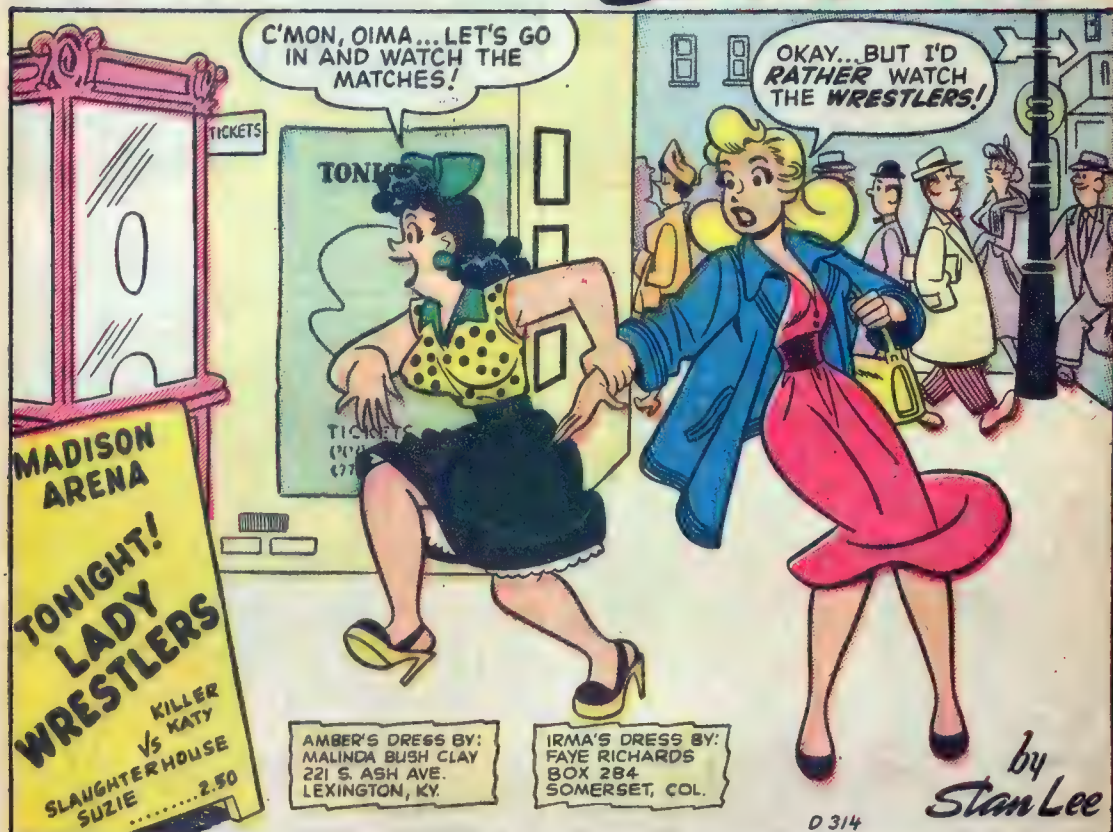


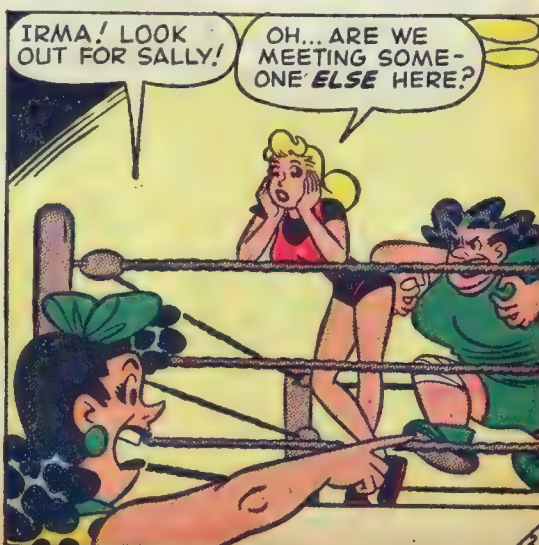
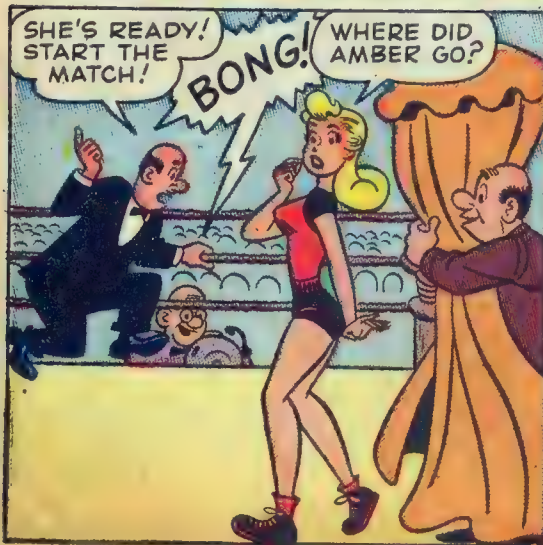
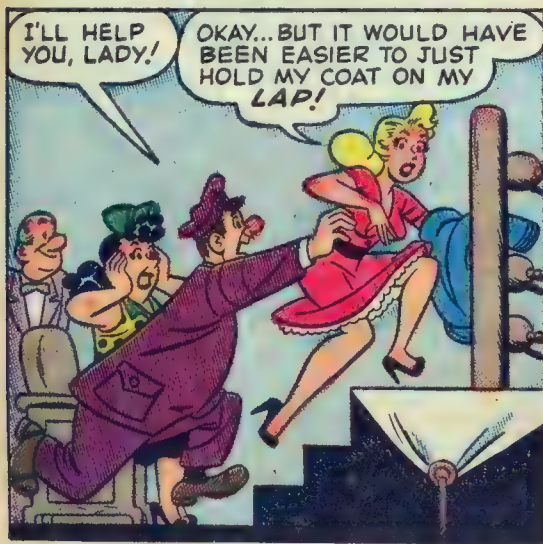
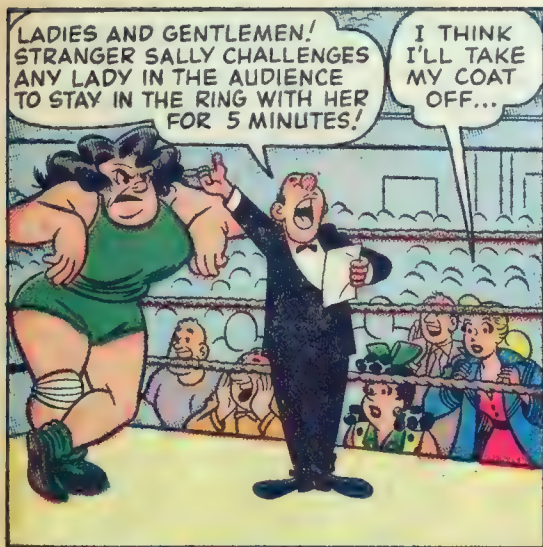
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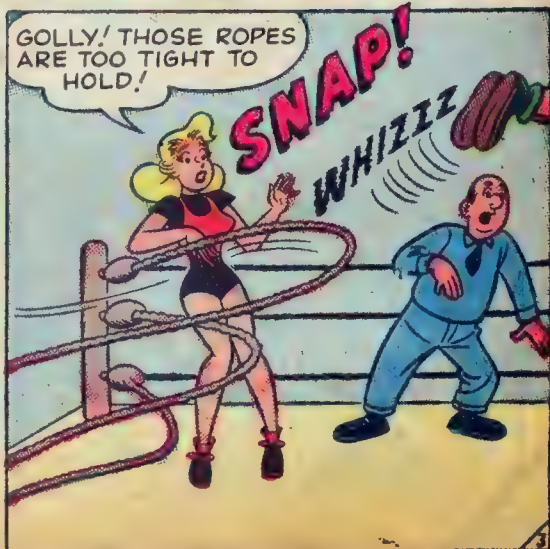
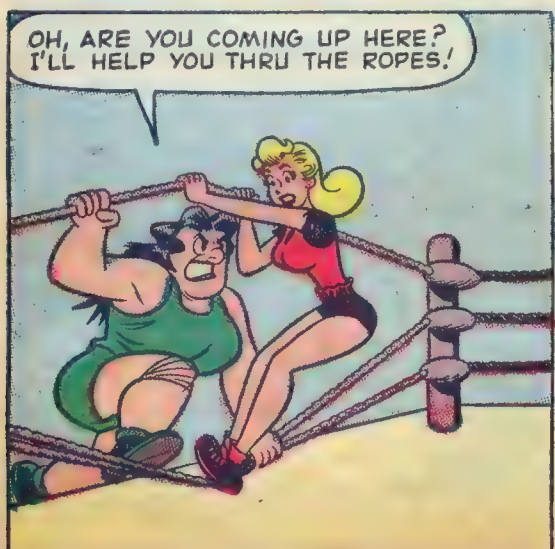
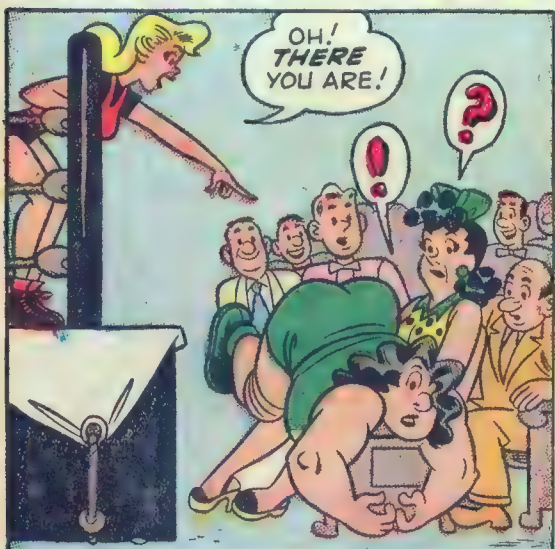
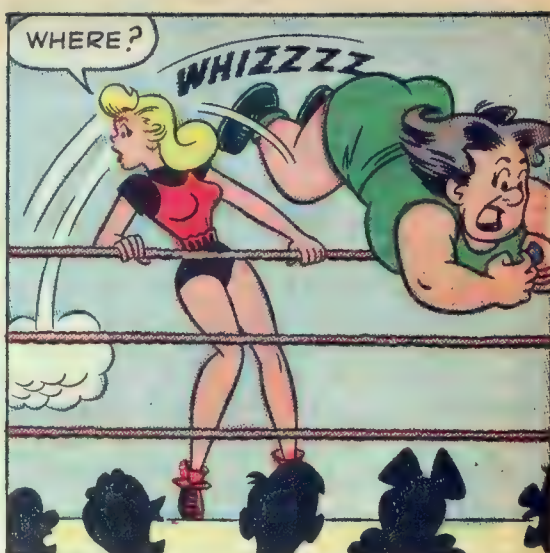
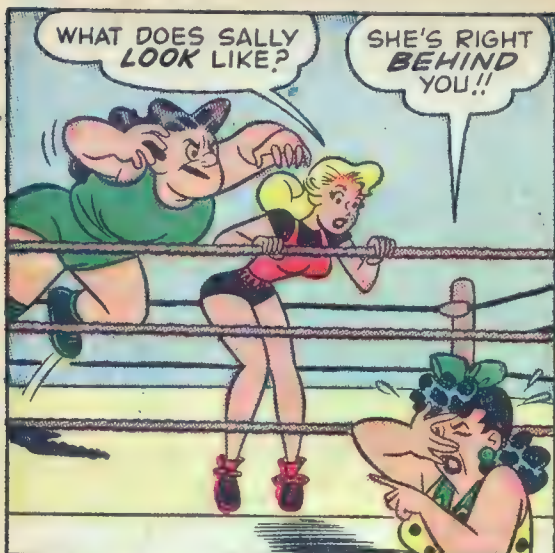


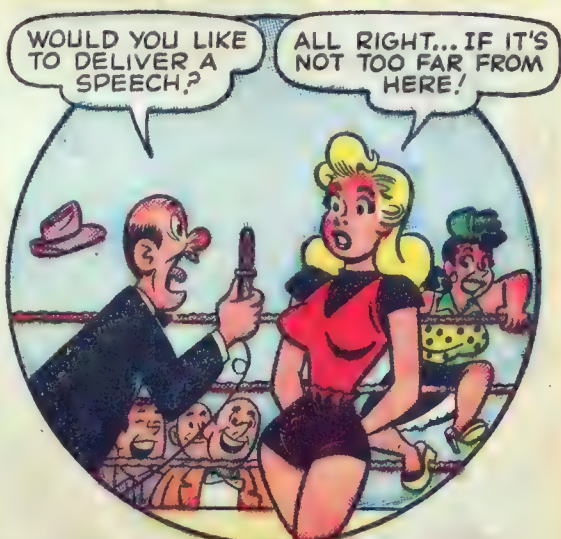
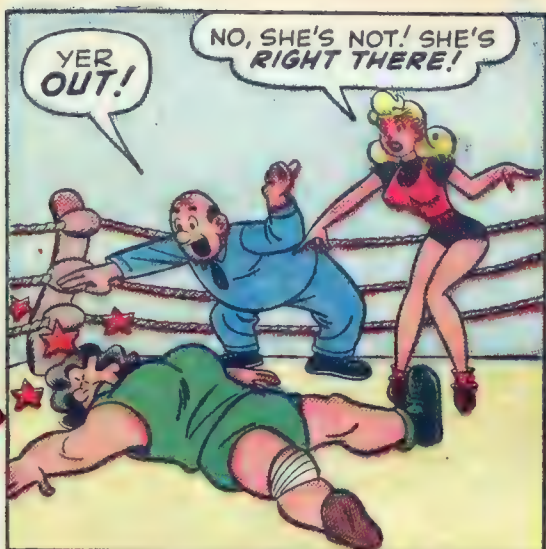
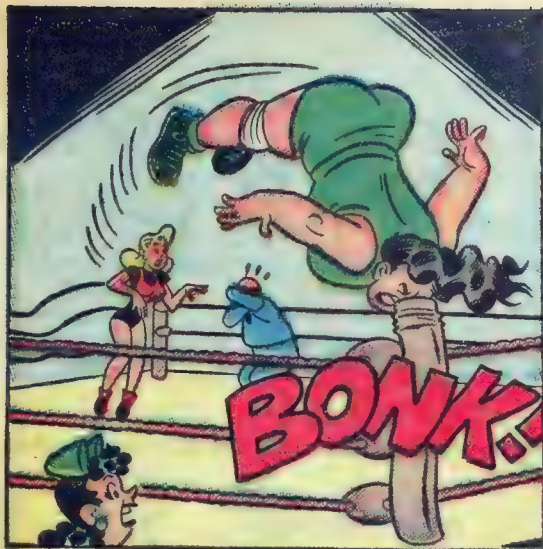
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MAKE EXTRA MONEY TOO! The moment folks see the beautiful styles, the vast selection, and the *low, money-saving prices*, they want you to send to famous Harford Frocks for dresses just like them. And for sending us their selections you get your own dresses *without paying a single penny*—and, in addition, you collect and keep a generous cash profit for every order you send. Don't wait! We'll send you everything you need **ABSOLUTELY FREE**.

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Get them without paying one cent by using our plan! Adorably styled, long-wearing dresses—including famous Dan River Gingham . . . and also T-shirts, separates, mix-and-match, playwear, nightwear for children.

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The dresses I used to buy I now get without paying for them! And I make \$12.00 to \$15.00 in a week spare time besides!
DOROTHY HOUGH, Mo.



**2 Hours
Pays \$10.00**
My first experience with Harford Frocks netted me \$10.00 in about 2 hours. It was fun, and I made new friends. Mrs. S.W. COLE, West Virginia.

FREE! Just Mail Coupon Below!

Send no money! Just write your name, address, and dress size on coupon below (paste it on a postcard) and mail it, and we'll send you the big valuable style display so you can start at once getting your personal dresses without one cent of cost and collecting **EXTRA CASH** besides. Mail the coupon **NOW**!

HARFORD FROCKS, INC.
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RUSH ABSOLUTELY FREE the big, valuable Harford Frocks Style Display so I can start quickly getting personal dresses without paying one penny for them, and make extra money in spare time besides.

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Dress Size Age

FREE! Mail Coupon Now!

NEW! 1953 "Space Commander" ⁷⁷

VIBRO-MATIC WALKIE-TALKIES

2 PHONES
ONLY

\$1



2 WAY
SENDS! RECEIVES!
VOICE - SONGS - MUSIC

Thrills & Fun Galore!

If by some magical means you could talk with your neighbor and friends—without electric wires, without batteries or electric current, wouldn't you pay \$100 or more? Well you can do just that and the entire cost to you is only ONE DOLLAR for TWO "Space Commander" Walkie-Talkies. Not just a toy—but an amazing communication system. NOW you can talk back and forth from house to garden, between rooms, between your house and your friends'. How thrilling to "speak thru space"!

Works like Magic . . . Guaranteed!

This latest, newest 1953 model is a well made product of the world's largest manufacturer of Walkie-Talkies. Uses highly sensitive Vibromatic design. Each phone is self-contained and sends as well as receives messages, songs, music, etc. which travel over the conductor line for hundreds of feet, clear and distinct. Requires no license. Will not interfere with radio reception. Works equally well indoors or out.

Endless Fun . . . Educational!

This new 2-WAY WalkieTalkie System provides endless fun for the entire family, for boys and girls and adults too! Inspirational. Helps overcome shyness, aids voice training. Real "Space Planet" design in handsome colors. Hard to break. They're rugged!

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Send only one dollar, cash, check or money order and your Walkie-Talkies will be shipped on 5 day home trial—instantly! Easy to use directions—even a 5-year-old child can do it! Enjoy them with your family and friends for 5 whole days free of any obligation to keep them . . . entirely at our risk! If you're not thrilled and satisfied in every way your dollar comes right back! Supply limited! Rush order now! Don't lose this big bargain! Mail coupon TODAY!

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PHONES
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MARY ELLEN KAY
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WITHOUT LIPSTICK

And These Newly Luscious Colors
Can't Smear Anything —or Anyone

Bid 'good-by' to lipstick and see your lips more beautiful than ever before. See them decked in romance-hued *liquid* color that really can't smear. Obviously this miracle couldn't be performed by lipstick made of grease, and it isn't. *A Liquid does it . . .* Liquid Liptone contains no grease—no wax, no paste. Just pure, vibrant color.

Now you can make up your lips before you go out—and no matter what you do—or whether it be in sunlight or in moonlight—they will stay divinely red until long after you are home again.

**Makes the Sweetest Kiss
Because It Leaves No Mark on Him!**

Think of it! Not a tiny bit of your Liquid Liptone leaves your lips for his—or for a napkin or tea-cup. It stays true to *your* lips alone.

Feels Marvelous On Your Lips . . . they stay soft and smooth, protected against sun and wind. *At all stores \$1*

Please try **SEVERAL SHADES** at my invitation

You can't possibly know how beautiful your lips will be, until you see them in Liquid Liptone. Check coupon. Enclose 25c for each shade. Mail it at once. I'll send you trial sizes of all shades you order. Each bottle is at least 2-week supply. Expect to be thrilled. You **WILL** be!

Liquid liptone



SEND COUPON for generous Trial Sizes

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Send Trial Sizes of the shades I checked below.
I enclose 25c for each one.

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☐ CHEEKTONE—"Magic" natural color for cheeks.

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Address _____
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They **ACT** and **MOVE**...

They Contain Real **Gifts**...

They **GLISTEN** Like Gems...

They're Good Enough to **EAT**...



... and Each Holds a Heart-Warming Greeting!

... NO WONDER IT'S SO EASY FOR FOLKS TO

Make Good Money

without taking a job or putting in regular hours — AND WITHOUT EXPERIENCE!



10 Orders In 1/2 Hour

"I received these ten orders in about 30 minutes. Everyone just 'ah'd' and 'oh'd' over cards. It's going to be very easy." — Rita J. Shaw, N. Y.

Fine Spare-Time Profits

"In Nurses' course I made practically all expenses selling Doehla Cards." — Dorothy Nephew, R.N., Calif.



Makes \$17.95 After School

"In 3 1/2 hrs. got orders for 20 boxes... 25 more by end of week."

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20 Boxes in 2 Hours

"I'm thrilled with beauty of cards; so are my friends. I have now sold about 20 boxes... in about 2 hours' time." — Bernice Johnson, S. Dak.



WHEN you show cards as new, unusual, and attractive as these—you'll find it so easy to make extra spending money all year 'round!

Just let your friends and neighbors and co-workers SEE these lovely Doehla Christmas and All Occasion box assortments. YOU don't have to say another word! Watch them marvel at the richly beautiful designs, the warm glowing colors; the exciting new features... magic surprises that POP UP... GLISTEN and SPARKLE... EVEN CONTAIN VALUABLE GIFTS.

Your Friends Get a Bargain

Everybody these days needs and buys greeting cards the whole year 'round. By ordering these assortments from YOU, they save themselves the bother

of shopping. They get top quality cards for even less than ordinary cards cost in the stores. They're sure of always having the right card on hand every time they want to send birthday, anniversary, wedding, new baby greetings... or to cheer up a sick friend. And see how eager they'll also be to order your lovely Doehla stationery, gift wrappings!

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Your friends will thank you for "letting them in" on these wonderful bargains. And YOU make as much as 60¢ on each box. NO EXPERIENCE IS NEEDED. Our free book shows how anyone, young and old, can make \$10, \$15, or even \$25 a week in just a few spare-time hours.

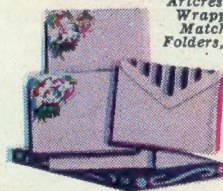
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Nothing to Pay For!
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"Petal Script" Stationery with Decorated Envelopes



Gift and "Thank You" Cards For Everyday



"Bouquet" Decorated Correspondence Notes

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HARRY DOEHLA CO., Studio M1810, (Palo Alto, Calif.)
(If you live East of R. address Nashua, N. H.)

Please send me ABSOLUTELY FREE SAMPLE KIT; money no good. Also send Free Stationery Samples, and Free Book Make Money and Friends—Showing Doehla Greeting Cards—Nothing to pay for. Nothing to return.

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